



CALGARY *Alberta*

"THE CITY WITH EVERYTHING UNDER THE SUN"

20⁰⁰

CALGARY

Is a Happy, Properous City. She Has:

- ... everything needed for building an even happier and more prosperous city.
- ... 130,000 citizens working for their city's bright future.
- ... a brisk, good-tempered climate that makes both people and businesses feel energetic.
- ... efficient, well-planned recreation and sports facilities, where those who work may play.
- ... nearby, the breathtaking Rockies and grand sweep of the storied foothills' rangeland.
- ... an annual flow of more than 200,000 visitors—Americans and fellow-Canadians—who regard Calgary as the most natural and convenient gateway to a happy Alberta Holiday.
- ... fine schools and colleges. Excellent shopping and hotel facilities.
- ... muscle for industry. Cheap hydro power and natural gas.
- ... raw materials easily available.
- ... a stable wholesale-retail trading area, covering wide areas of the west.

*Come along with us, under the clear blue skies of the foothills . . .
and we'll show you what we mean.*

People Love To Live In CALGARY

Canada has many “cities of industries opportunity” . . . of which Calgary is most definitely one.

But Calgary’s attraction for business and industry does not stop at the factory gate or the office door.

For the smiling “City of the Foothills” is truly a delightful place in which to *LIVE* and *WORK!*

CONTENTS

The Past	12
City Government	25
The Climate	33
Holidays	35
Recreation	62
Culture	66
Education	73
Health	81
Industry	85

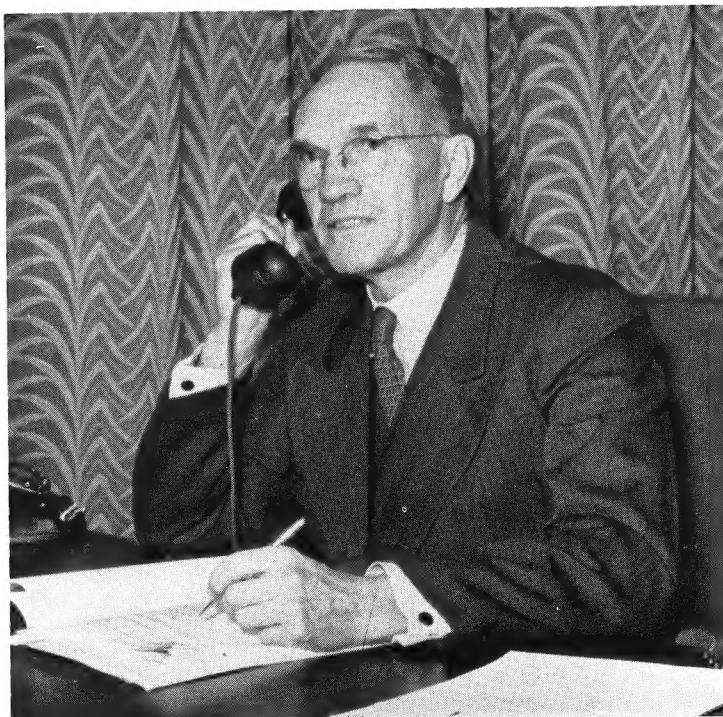
Credits for the photographs used in this booklet go to Lorne Burkell, Oliver Studio, H. Pollard and Rosettis Studio.



MAYOR DONALD H. MACKAY

The popular Mayor of Calgary was born in Lethbridge in 1914 and moved to Calgary that same year with his parents. Starting work in 1932 as a cub reporter with the sports department of *The Albertan*, he transferred to CJCJ as sports announcer, becoming Manager of the station in 1943. In the falls of 1945 and 1947, Don Mackay headed the polls for Alderman and in the fall of 1949 was elected Mayor of Calgary.

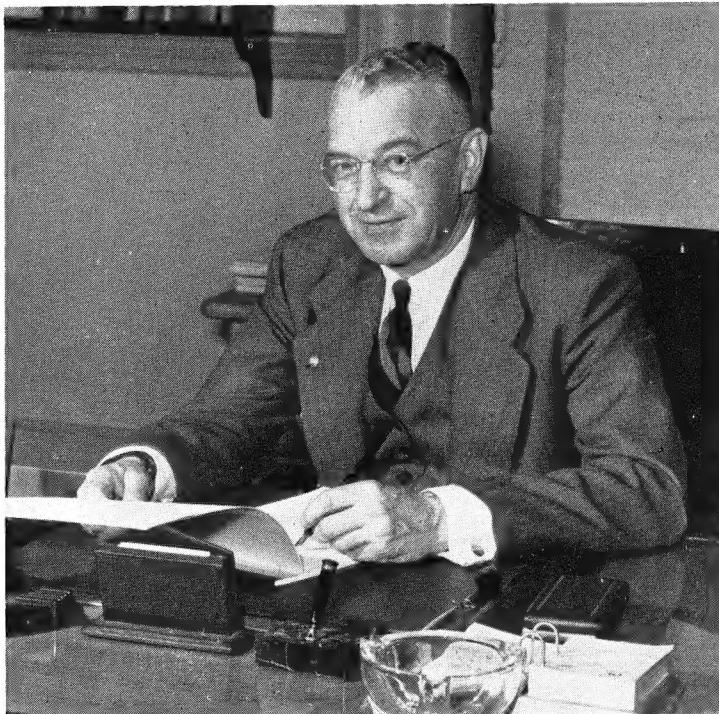
Don and his wife Mary have five daughters.



CITY COMMISSIONER VAN A. NEWHALL

V. A. Newhall was first elected to the position of City Commissioner in the fall of 1944. He was re-elected the following years with increasing majorities until he gained the position by acclamation in 1950.

A member of the Association of Professional Engineers of Alberta and of the Engineering Institute of Canada, Commissioner Newhall was born in Omaha, Nebraska and graduated from Toronto University in 1911 with honors in Civil Engineering. Married to Estelle Thompson in 1920, the Newhalls have two sons of whom they are very proud.



ERNEST A. HOOKWAY, CITY COMPTROLLER

Mr. Hookway was born in Devonshire, England and taught school for several years under Devon County Education Committee. Coming to Calgary in April of 1913, he joined the City's Service and has worked in Timekeeper's, Waterworks' and Comptroller's departments continuously since that time.

Ernest Hookway was appointed City Comptroller in November of 1931.

City Council

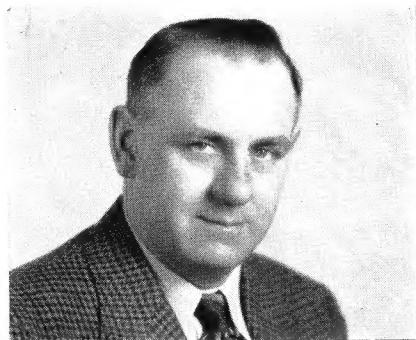


R. T. ALDERMAN

Came to Canada in 1908 from his Wiltshire, England home. Served in 1914-1918 War and Reserves in last War. Mr. Alderman, married with three children, retired from his job in Ogden Shops in 1949. He was elected to the School Board in 1932 and Council in 1941.

WALTER H. S. BOOTE

Came to Canada in 1907 from Brighton, Sussex. Moving to Calgary in 1916, he was elected to the office of Alderman in the fall of 1950. Mr. Boote has a General Store and Garage business . . . and is married with 3 children.



R. B. CORLEY

Born in Mount Forest, Ontario, and came to Calgary in 1911. Mr. Corley retired from the position of Credit Manager with Burns and Company in June of 1950. He was elected to the Council in the fall of 1949.



MARY DOVER, O.B.E.

Born in Calgary in July of 1905, Mary Cross married Grant Dover in 1930 and moved with him to Ceylon, India, three years later. Returned to Calgary in 1939, where she enlisted in the C.W.A.C. in 1941. Mary Dover was elected to the Calgary City Council in the fall of 1949.





J. LESLIE HILL

Was brought to Lethbridge, Alberta, from County Durham, England, by his parents in 1909. Educated in Alberta, Mr. Hill has opened up a retail grocery store of his own in Calgary. He was elected to Council in 1950.

A. NOEL HUTCHINSON

Following an interesting career as apprentice to a manufacturer of deisel engines . . . a member of the Mercantile Marine and wireless operator in the Royal Navy, Noel Hutchinson immigrated to Summerland, B.C. with his parents and brothers in 1919. Here he married Christine Maclean in 1924 and in 1945 established a General Agency business in Calgary.



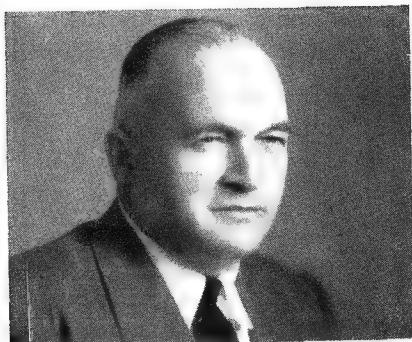
NEIL D. McDERMID

A native of Calgary, attended the University of Alberta then started practicing law with the firm Macleod, Arnold, Riley, McDermid, Dixon & Crawford. He was admitted to the Bar in 1936. Mr. McDermid was married in 1938 and has 3 children.

DONALD F. McINTOSH

First elected to Council in the fall of 1946, Mr. McIntosh is now in his 5th year as Alderman. Since coming to Calgary in 1938, he has been active in the labor movement. D. F. McIntosh is Salesman for an Oil Brokerage firm.





P. N. R. MORRISON

Mr. Morrison was born in Vancouver, coming to Calgary in 1938. He received his Master of Education degree at the University of Alberta and is now teaching at Western Canada High School. P. N. R. Morrison was first elected to City Council in 1946.

FRED PARKER

First elected to the Council in the fall of 1948. Born in Bridgwater, Somerset, England, he came to Canada in 1910, living in Edmonton for four years, then moving here to Calgary. Fred Parker is now serving his second two-year term on City Council.



W. ROSS UPTON

Born and educated in Calgary and the University of Alberta, Dr. Ross Upton is an energetic young dentist with a flourishing practice. He was elected to the Council in the Fall of 1950.

ROSE WILKINSON, M.L.A.

Born in County Cavan, Ireland receiving a Convent education and training as a nurse. She married Fred Wilkinson and in 1917 the couple moved to a farm in the Regina, Saskatchewan district, where Rose Wilkinson organized a hospital. Alderman Wilkinson was first elected to City Council in 1935 and to the Provincial Legislature in 1944.





J. M. MILLER, City Clerk

Born in Winnipeg, Manitoba . . . Jack Miller came to Calgary in December of 1911 to fill the position of City Clerk. He has held this position since that time, doing a competent job for Calgary. Mr. Miller is married with one daughter.

MR. C. REGINALD TANNER
Chairman of the Industrial Commission

Born in Toronto, Mr. Tanner came to Calgary in August of 1929. He is Vice President of the Investment House of Tanner and Company Limited . . . partner in Tanner and Company, Stock Brokers . . . and Director of a group of active Western Companies. Mr. Tanner was appointed Chairman of the Industrial Commission in 1951. A member of Calgary's leading Clubs, Mr. Tanner is married with 2 children.





The **PAST**

CALGARY was born in 1875. Before this date Alberta saw troubled times, for whiskey traders were openly plying the Indians with "firewater," making them more hostile and warlike. One brawling fort just south of the present city of Lethbridge was known as "Fort Whoop-Up." In this boiling atmosphere, the Royal Northwest Mounted Police established a fort north of Macleod, at the angle of the Bow and Swift Rivers. This small Fort . . . a collection of civilian huts and military tents inside wooden walls . . . was named "Fort Brisbois" after its commander. But when famous Colonel J. F. Macleod took over command of the Fort the next year, its name was changed to "Fort Calgary," after the Macleod family home in the Scottish Hebrides. In Gaelic, "Calgary" means "clear running water" . . . a very suitable name indeed for this young settlement situated at the meeting of two swift-running mountain rivers.

Photo Copyrighted - H. Pollard, Calgary

. . . Original "Fort Calgary" 1875



*Chief Crowfoot . . .
the great Blackfoot leader*

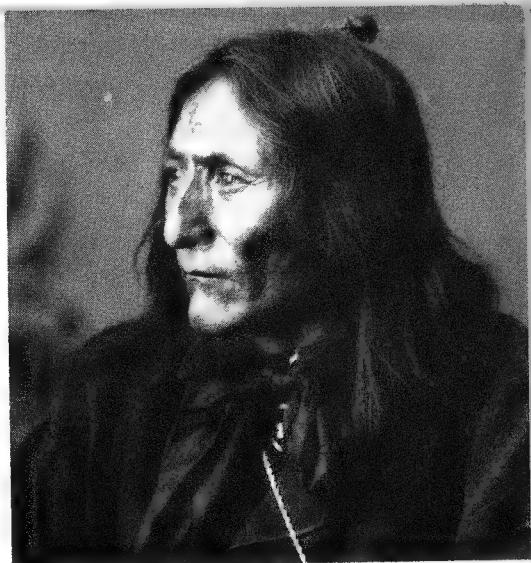


Photo Copyrighted - H. Pollard, Calgary

After establishment of the fort, the Hudson's Bay Company set up a trading post here and the Roman Catholic fathers built a mission. Greatly outnumbered, the whiskey traders decamped and Fort Calgary began its growth.

However, the Indians were having a harder time than these newer Canadians. Indiscriminate slaughter of the buffalo herds had reduced their natural food supply. Then in 1877 Colonel Macleod and the great Blackfoot chief, Crowfoot, signed the first Alberta Indian treaty at Blackfoot Crossing. Through this Treaty Number Seven, the Blackfoot Indians received a reservation, treaty money, and cattle with which to start a herd. The Mounties also helped them learn the art of prairie farming. With this treaty, wildness began to leave the "Woolly West."

Within a few years the Blackfoot, Sarcee and Stoney Indians of the Calgary area . . . all allied to the great Blackfoot confederacy which straddled the International Border . . . were reconciled to white man's rule, under the benevolent eye of Colonel Macleod.



Page Fourteen

*... the almost legendary
Father Albert Lacombe*

Photo Copyrighted - H. Pollard, Calgary



*Rev. George McDougall
... Alberta's first missionary*

Photos Copyrighted - H. Pollard, Calgary

Plains Indians in full dress



In the annals of Alberta's hardy pioneers are written the names of two clergymen. Rev. Constantin Scollen, OME, an Irish priest, established Calgary's first church in 1875 . . . the Mission Of Our Lady of Peace. However, Rev. John McDougall, Methodist, was the first minister to preach a sermon in this new settlement. He built a church in 1877, after two years of preaching in a trader's store which kindly closed for general business during the services. Rev. John McDougall's good works among the Stoney Indians west of Calgary are still revered by members of the Morley Reserve.

2
JB
WD

Another very colourful cleric of early Calgary was Father Scollen's successor, Father Albert Lacombe. Now almost a legendary figure in Alberta's early history, Father Lacombe is renown for his courage, gentleness, wisdom and consideration for the Indian's hard lot. He died at Midnapore, just outside Calgary, in 1916.

Only eight years after the first fort was constructed, events in Canada and abroad began to move forward with remarkable speed, to establish Calgary quickly as a thriving little community. Cattlemen from the United States and "greenhorn" adventurers from eastern Canada and Britain were attracted by the rich grazing land of the foothills. Many ranches sprang up in the area. But the marketing of beef was difficult, entailing long and dangerous drives to the American railhead at Fort Benton, Montana.

When the Canadian Pacific Railway reached Calgary in 1883, and the steel nosed up the Bow Valley on its way to the Pacific Coast, Calgary's destiny was set. A vast new export market for beef and grain was opened up to the

H.B.

The Saddle and Lariat

pioneers of the district. The ranching population zoomed. Calgary became a "cow town." Today, during world-famous Stampede Week in Calgary, the saddle and lariat tradition of those days is still maintained.

In 1890 a 34-year-old native of Ontario, Patrick Burns, came to Calgary and set up a slaughter house, establishing the firm foundation for what eventually became one of Canada's largest and most successful meat packing businesses. Getting a head start as a meat contractor for the railways, his business expanded by leaps and bounds. By 1912, he owned six large ranches and the booming meat packing plant in town. Four branches and a nation-wide sales and distribution system for Burns had been set up by 1928. All this began in Calgary!

Pat Burns was made a senator on his 75th birthday in 1931.

Other well-known cattlemen of those early days clubbed in with Pat Burns to found the annual Calgary Exhibition and Stampede, in 1912. Hon. Archie McLean, A. E. Cross, George Lane and Pat Burns started one of the world's most spectacular shows on its way.

Rancher A. E. Cross owned the well-known A7 ranch, show-place of Calgary and district. Later, Mr. Cross joined with three prominent Calgary businessmen to found

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... *Calgary in its youth 1900*





Photo Copyrighted - H. Pollard, Calgary

*Freighter Bull Teams and Coach between
Fort Benton and Calgary 1870*



Photo Copyrighted - H. Pollard, Calgary

... Stephens Avenue ... main street of 1876

*Archway erected 1900 for visit of
Governor General Stanley.*



a brewing company which is still one of the city's biggest plants. In 1896 he was made vice-president of the Western Stock Breeders' Association. In a way, Mr. Cross was herald of the new age in southern Alberta, in which grain farming and its allied industries vied with ranching and meat packing for the spotlight.

Homesteading farmers flocked into the area as fast as the new railway facilities could move them. Land was taken up as quickly as legal forms could be registered. To beef and mutton was added wheat and other grains as a typical southern Alberta export.

Calgary itself rose on the crest of a tremendous cycle of expansion. In 1884, the settlement became a full-fledged town. Calgarians, now 500-strong, were caught up in the great boom. In 1893, the town received a Charter as a city.

Thus, in the astoundingly short stretch of 18, years, Calgary had grown from a tiny palisaded fort at the river fork into a cocky little town with a personality all its own, right in the centre of a rapidly developing agricultural bonanza.

Many people thought that the limits of Calgary's precocious growth were now in view and that the community would "settle down." A Captain Palliser, who surveyed the southern part of the territory in 1857, had reported that much of the land was too dry for good farming.

The answer for Southern Albertans at the turn of the century was irrigation. Increased farm production in the irrigated areas, together with diversified cropping gave a

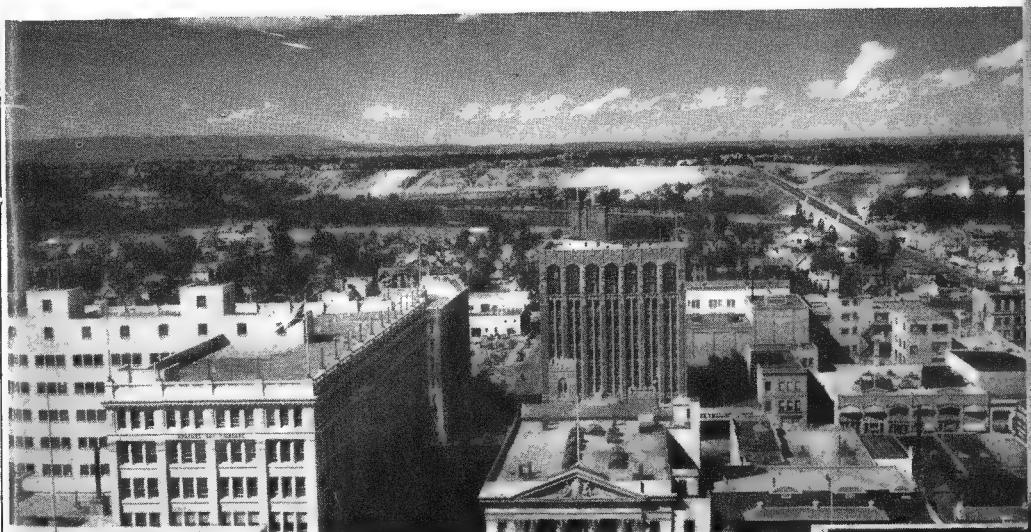
fillip to the commercial activity of the entire area. Calgary continued to grow at a great rate, becoming even more lively as a service and distribution centre.

Optimism was everywhere in the saddle.

From the early 1890s until 1912, Calgary was the focus of a great land boom. Enough property was sold by the city between 1910 and 1912 to accommodate three times its population. Sewers and water services extended far out on the plain beyond the city limits.

The discovery of Turner Valley in 1913 began the oil phase of Calgary's story. In that year, one of North America's most extensive sources of crude oil and natural gasoline was opened up just 45 miles south of the city—right on Calgary's doorstep!

... present day Calgary



The great Alberta oil race was on, and Calgary became the centre of exploration, financing, drilling and production activity.

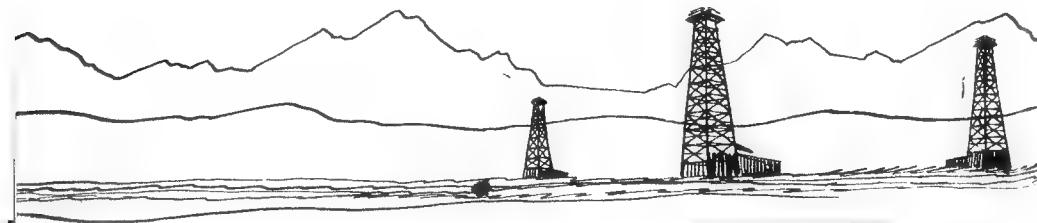
Drilling operations began in Turner Valley on January 11, 1913. It had been known for some time that this area was rich in natural gas reserves, but it took William S. Herron, then a pioneer farmer in the Okotoks district, to form a syndicate for oil exploration. Five months after the start of drilling operations, the well "spudded in" with a good flow of high gravity crude oil.

The second well, drilled in 1914, brought in an average daily flow of 500,000 cubic feet of wet natural gas. An absorption plant was built in the Valley, and a third well started.

Exploitation of the Turner Valley discovery brought one of Calgary's most famous citizens into sharp relief. He was R. B. Bennett, then an aggressive Calgary lawyer and officer of the Imperial Oil Company of Canada, later to become Canada's Prime Minister and a peer.

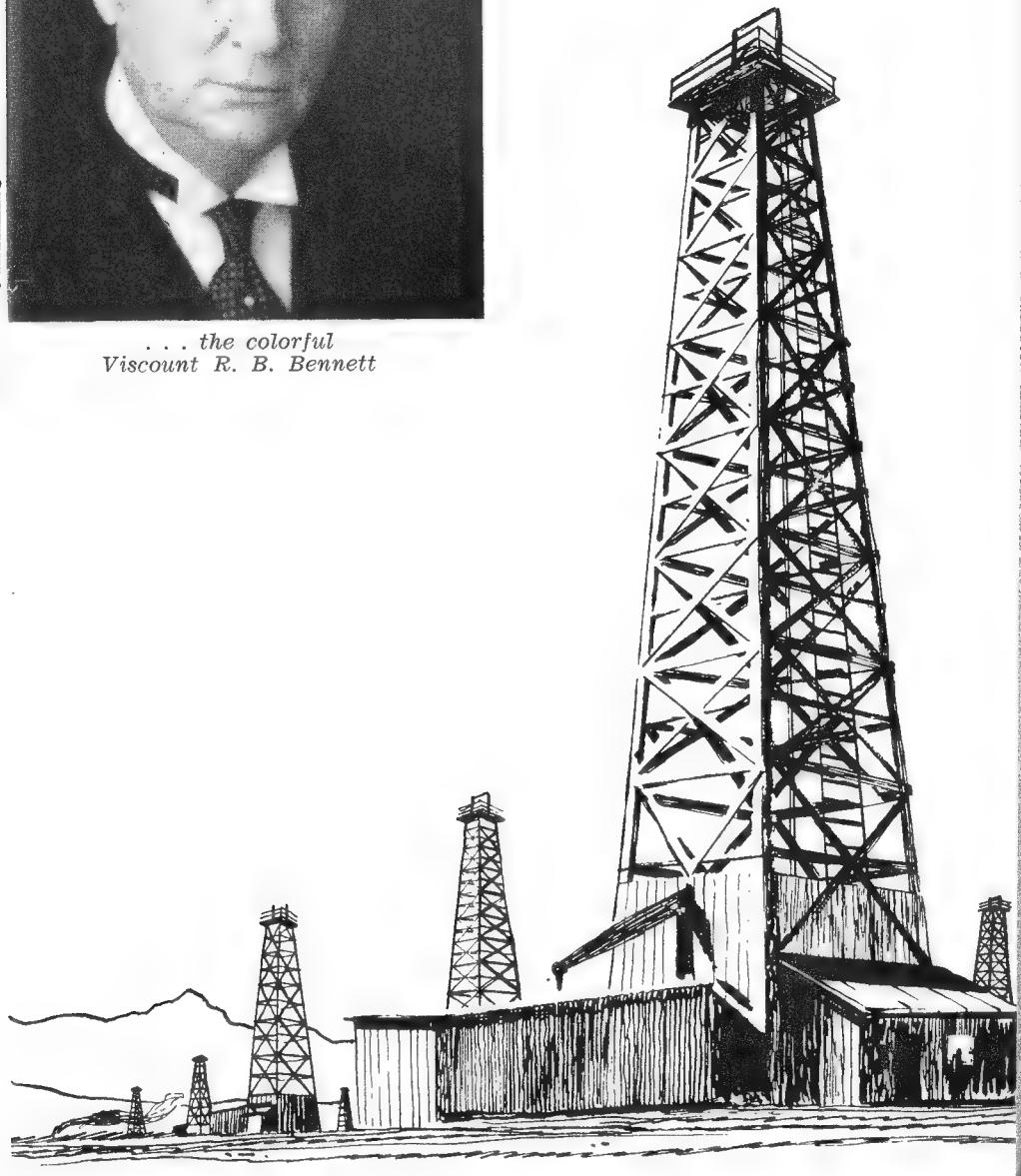
In 1921, Bennett joined A. M. McQueen, another well-remembered Calgary oil man, later Imperial's president, to form the Royalite Oil Company, which soon developed into Turner Valley's largest operator.

The late Viscount Bennett was known to Calgarians throughout his colourful public life simply as "R.B." The city was tremendously proud when its native son rose in 1930 to the highest public office in the gift of the Canadian people.





*... the colorful
Viscount R. B. Bennett*



It was easy for political tempers to rise almost to the boiling point in the first decades of the 20th century, and Calgary produced a journalist with a brilliant sense of humour and timing who did his level best to fan the flames. The man who rocked the foothills was Bob Edwards, publisher of one of Canada's most remarkable newspapers, The Calgary "Eye-Opener."

This hard-punching, tongue-in-cheek journal began publication in 1904—with a bang! The "Eye-Opener's" birth is believed to have resulted from a ludicrous Edwardian episode in a church at near-by High River.

A gramaphone salesman, so the story goes, had persuaded the minister to try recordings of sacred music as a substitute for the choir. At the Sunday service, the first record—"Hark! The Herald Angels Sing"—was well received. But the second number caused something of an uproar. It was—"Just Because She Made Them Goo-Goo Eyes at Me."

There was deep suspicion that Edwards had slipped some torch songs in among the sacred discs, and he decamped for Calgary under a cloud of righteous wrath. His "Eye-Opener" quickly became a potent force in the city, and its publisher skated precariously along the rim of the law of libel to make the power of the press work for his idea of the community's welfare.

* * *

Important discoveries of natural gas in the Calgary District had opened up broad opportunities for the establishment of industries, particularly those in the "chemical-

extractive" category. Plentiful supplies of gas also pleased the ordinary householder, because it meant cheap domestic heating.

In the years to follow, these developments, together with a wide-awake hydro-electric exploitation program began to bring a steady flow of industrial plants to the city. To the great agricultural processing industries already established, such as flour milling, brewing, meat packing and food processing generally, were added those based on petroleum and natural gas.

Turner Valley seemed to be on the wane after World War II, and the oil companies ranged far and wide through Alberta on the hunt for new fields. They struck it rich in 1947, when a vast new potential was discovered in north-central Alberta near Edmonton. Interest immediately centred on the Leduc, Lloydminster and Redwater fields, and a period of intense activity began. At the same time, production in Turner Valley began to go up.

From a position nearly halfway between the Turner Valley, Taber and Princess fields to the south, and the north-central Alberta fields, Calgary commands the province's vastly promising oil picture.

Now firmly founded as "the oil capital of Canada," Calgary's financial houses, banks and stock exchange handle the bulk of capitalization and current needs of the oil companies. The city houses the head offices of most of the companies, big and small, in Alberta exploration and production.

Thriving Calgary is only 75 years old. A fledgling at this business of municipal maturation, the city is not the

least bit afraid to try out new ideas, and experiment with sound variations of private enterprise activity. Calgary has the youthful initiative to mould its community life to the needs of its citizens.

The city of the foothills has a proud history—a fast-moving, red-blooded adolescence in which resolute pioneer farmers, hardy ranchers, visionary railway builders, progressive businessmen and “just plain people” all had an exciting part to play.

Some say that old frontier spirit is even stronger today, and that in spite of Calgary's very rapid growth it is even now poised on the edge of another expansion cycle. That frontier spirit, which keeps Calgarians young in heart and on the move, is contagious. The visitor feels it right away:

The limits of Calgary's expansion are not yet in sight.

CIVIC GOVERNMENT

CALGARY'S municipal government is built upon three foundations.

The council of mayor, commissioners and 12 aldermen is elected by the proportional representation system of voting instead of the more conventional ward system.

Top executive control is vested in the commission, composed of the mayor and the city commissioners.

The department heads are given a wide measure of autonomy in the conduct of their administrative functions.

In keeping Calgary on the move, the city government favours a sound combination of flexibility and careful deliberation. The problems of the city are solved in relation to their impact on the community as a whole.



*... a member of
Calgary's Police Force*

*Main Fire Hall
... ready for action*



Proportional representation guarantees that council, who approve policy, will at all times recognize all community points of view.

The commissioner system of executive control removes considerations of sectional politics from top-level and detailed application of city administration.

Once council has passed on policy, the heads of city departments are given ample scope in which to assure that policy meets the real needs of the city.

The municipality owns and operates a wide variety of utilities and community services. These include—

- the urban electric light, heat and power system
- the waterworks system, and the Glenmore Dam and reservoirs which serve it.
- the street transit system.
- a civic analytic laboratory.
- a sewage disposal plant.
- a hospital.
- an asphalt paving plant.
- an extensive industrial reserve.
- libraries.
- parks.

ELECTRIC LIGHT, HEAT AND POWER

The Calgary Electric Light, Heat and Power Department buys current in bulk from Calgary Power, Ltd., a private company with far-flung hydro plants throughout the province. The department supplies all urban power requirements at a lower average cost over its entire schedule than any other Canadian city Calgary's size.

TRANSIT SYSTEM

The Calgary Transit System has been municipally-owned since 1909. Trolley buses replaced street railway cars from 1946 to 1949, and more routes were expanded with diesel and gas buses.

Today, all Calgary's passenger transport vehicles are "rubberized." The System operates a total of 129 vehicles, nine of which are retired continuously for maintenance. There are 81 trolley buses, eight diesels and 40 gasoline buses, operating on 19 regular routes covering 136 miles of streets.

The System also owns and operates Bowness Park, in conjunction with the City Parks Department . . . a popular recreational resort on the Bow River eight miles west of the city. There Calgarians can enjoy boating, swimming, picnicking, sports. For small fry, there is safe swimming, a wading pool, and a merry-go-round.

WATERWORKS DEPARTMENT

The Calgary Waterworks Department can provide urban industrial and domestic users with adequate supplies of water the year round, provided proper conservation rules are observed and water is not wasted.

At the Glenmore Supply Dam on the Elbow five miles from the city's centre, the department operates a pumping station with a metered capacity of 44 m.g.d. A modern filtration plant containing three sedimentation and eight filter units, has a capacity of 30 m.g.d.

The dam itself has a capacity of 18,000 acre-feet, with a 910-foot barrier and a mean depth of 60 feet at spillway level.

*... City Power
Substation*



*... modern bus
Calgary Transit
System*



*... aerial view
of Glenmore
Dam*



A storage reservoir of 16,000,000 Imperial gallons is situated west of the junction of 34th Avenue and 24th Street S.W. A new reservoir will be built on this site in two units, having a combined capacity of 30,000,000 gallons.

MUNICIPAL PAVING PLANT

The Municipal Paving Plant is responsible for the maintenance of 80 miles of streets, 243 miles of concrete sidewalk, 160 miles of curb and gutter road. The city has operated its own plant since 1912.

In operating these, and other services, the city of Calgary has had demonstrated success. The city-owned utilities each year have produced a bigger surplus on current operations for the general revenue fund.

In fact, Calgary was one of the first cities in Canada to institute public ownership of selected utilities.

TOWN PLANNING DEPARTMENT

The Town Planning Department keeps an eye on the city's growth trends, anticipates and acts on the continuing need for urban adjustment, and coordinates the city "plan" with the needs of surrounding municipalities.

For the latter function, the city is a member of the Alberta Community Planning Association.

Calgary's population has increased phenomenally since the beginning of World War II. It is estimated that the increase has been 27 per cent. since 1941.

The general trend of the city's development has been westward, away from the older residential and business districts of east Calgary. Residential expansion to the

south and north has also been accelerated. As the city's commercial centre of gravity shifts westward, the availability of industrial property with plenty of elbow room increases in the eastern sections.

Since 1945, more than 8,000 new homes have been built here. Housing developments have taken up around 1500 acres of residential property. In the same period, 46 new apartment houses have been built. Business structures, including all classes of commercial plants, have increased by 776.

It is estimated that Calgary's population will be at least 16,000 higher in five years.

POLICE DEPARTMENT

Police protection in Calgary centres around mobility. The Police Department, with a strength of 164 officers, detectives and constables, operates seven patrol cars fitted with two-way radio, seven motorcycle combinations, five of which are radio-equipped and two with two-way radio, and two survey cars.

. . . new residential district



FIRE DEPARTMENT

Fire protection, apart from specialized units maintained by Calgary's vulnerable industrial plants, is provided by a force of 180 firemen operating 20 pieces of apparatus from eight stations and a central alarm office.

THE INDUSTRIAL COMMISSION

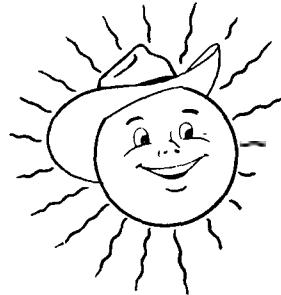
The Industrial Commission places before Canadian and American industrialists the facilities Calgary can offer to all types of industry. Some of these are unique in this area.

The commission is made up of city department heads, qualified representatives from city council, appointees of Calgary utilities and the Chamber of Commerce.

Executive matters are handled by the city's Industrial Commissioner, a qualified engineer with a broad knowledge of industrial problems.

Emphasis is placed on the many attractions Calgary can offer for industrial migration. The city has at its disposal large tracts of industrial reserve. Supplies of petrochemical raw materials, such as petroleum, natural gas and gas products, coal and tars, are available in quantity right in this area.

Calgary also possesses the cheapest industrial water and the lowest cost industrial electrical and gas power in Canada.



CLIMATE

FOR many reasons Calgary is a wonderful city in which to live and work

Not the least of these is the bland, invigorating climate of the foothills.

Take sunshine, for example. Calgary enjoys an average of 2,222 hours of sunshine every year, and that is more attention from Old Sol than in any other Canadian city Calgary's size.

Winters are invariably moderate, on the whole, and low humidity takes the bite out of occasional spells of sub-zero weather.

The warm "chinook" winds come rolling up from the southwest regularly, providing variety for the procession of winter days. Because of this unique southern Alberta weather phenomenon, it is not uncommon for Calgary's winter temperature to go up 40 or 50 degrees in two or three hours.

Fresh mountain breezes bring pleasant sunny days and cool nights to spring, summer and fall in the foothills. No hot, muggy nights for Calgarians, even in the most sizzling weeks of midsummer. One may sleep in comfort the year around.

The altitude — 3,489 feet above sea-level at the city's centre—is exhilarating. It makes you feel fine.

In spring-time there is little slush on Calgary's streets. The chinooks of March seem to *absorb* the snow rather than melt it.

Rainfall is light.

In fact, on all counts, Calgary's delightful weather is just the thing for abundant living.

It is also a tremendous boon to industry.

Mild winters lead to sizeable savings in plant heating costs—an important overhead expense in most industrial undertakings. The weather seldom interferes with production or shipping.

Not without truth did the Canadian-Indian poet Pauline Johnson sing of Calgary:

Not here the lore of olden lands,
Their laurels and their bays;
But what are these compared to one
Of all her perfect days?
For naught can buy the jewel that
Upon her forehead lies—
The cloudless sapphire heaven of
Her territorial skies.

Calgary, the Sunshine City, had 289 Sunshine Days in 1950.

TEMPERATURE

Mean Temperature—May to September inclusive	56°F.
Mean Temperature—October to May inclusive	26°F.
Mean Temperature for the whole year	38°F.

(These averages cover a period of 55 years)

RAINFALL

Mean Annual Rainfall	11.65 inches
Mean Annual Snowfall	50.0 inches
Mean Annual Precipitation	16.65 inches

(These averages cover a period of 55 years)



HAPPY HOLIDAYS

To thousands of Canadian and American visitors, the name Calgary is almost synonymous with — Stampede!

For, every year during Stampede Week, Calgary lets her hair down and becomes a colourful "cowtown" again. Visitors, around 400,000 a year in fact, flock into the foothills city to see the great show. Cowboys and hardy stock horses kick up the dust in the calf roping competition



before cheering throngs of spectators. The steer decorating events draw loud applause. In this competition, two cowboys work with split-second timing to snap a ribbon on the horn of a dangerous Brahma steer. Under the rules, the cowboy rides alongside the steer, throws himself on its neck and snaps an elastic band, bearing the ribbon, on the galloping beast's horn.

Then there is the chuck wagon race, easily the most thrilling of all Stampede events. In this race there are four "outfits" each with a four-horse team and driver, and escorted by four mounted "outriders." When the horn



*... calf roping
contest*

... steer decorating



... no soft seat



... thrilling Chuckwagon races



blows, the cowboys strike "camp," pack the load, throw the cook stove into the wagons and the race is on. The wagons sway and swing at breakneck speed down the course. The finish is just as exciting as the beginning, and the course is jammed with milling horses and dust-shrouded chuckwagons.

Of course there is "bronco bustin'," too.

The exciting rodeo events of the Stampede are showmanship examples of what is just plain every-day work to the Alberta cowhand. Here one sees the best cowboys and the best horses in the foothills—in action!

Truly, the Stampede is one of the world's most spectacular shows.

The Calgary Exhibition is held at the same time in conjunction with the Stampede. The Exhibition has four aims: To perpetuate the tradition of pioneer settlers and cattlemen in southern Alberta, to promote the breeding of fine livestock, to act as a show window for natural resources and industries and to promote sport.

One of the Exhibition highlights is the Indian parade, in which Indians from the Blackfoot and Stoney reserves near Calgary show off their traditional costumes and take part in the events. A reconstruction of the original Fort Calgary is set up in the enclosure, and Indian teepees serve to fill out the picture of Calgary's earliest days.

Then, too, tribute is paid the Mounties, who were responsible for Calgary's birth. In their scarlet tunics, the R.C.M.P. take a colourful part in Exhibition and Stampede activities.

Apart from the Exhibition and Stampede, the visitor is sure to be impressed by the beauty of Calgary herself.

*... downtown Calgary
showing Centre St.
Bridge*



... lovely Central Park



... 8th Ave. and 1st St. W.



... aerial view of Calgary



A charming city of broad parks and beautiful gardens built around two pretty mountain rivers, Calgary is easily the most attractive big city in the west.

The city's eight-block main shopping district is well served by excellent stores. Within easy reach of downtown hotels are two of western Canada's largest and best chain department stores. There are shops for every taste and every income.

Calgary has 29 hotels, offering 2807 well-appointed rooms, as well as 30 licensed and regulated motels and tourist courts. Dominating the hotel facilities is the Canadian Pacific Railway's Hotel Palliser, a modern, fully-equipped building which is a centre of Calgary's social life.

The charm of Calgary's new residential districts fits in with the beauty of the foothills. In the Mount Royal district, and in Crescent Heights on the North Hill, magnificent views of the Rockies and panoramic vistas of the city are found on every corner of these well-planned areas.

Calgary is truly the gateway to a happy Alberta vacation!

Nearly all of Alberta's scenic national parks, and some in British Columbia, too, are "got at" most easily from Calgary.



This highway, smooth and well-graded, leads from Alberta's Foothills City into the wonderland of the Rocky Mountains. It is waiting for—**YOU!**

This mountain paradise offers just about everything for the traveller.

Excellent fishing and hunting.

Pack riding through wild alpine valleys.

Hiking to majestic sky-line lookout points.

Rock climbing with experienced guides.

Skiing most of the year on the slopes of storied peaks.

Swimming, camping, boating, or just loafing.

You name it! It's all on Calgary's doorstep.

BANFF

BANFF NATIONAL PARK

Calgary is the natural gateway to Banff, one of Canada's most famous beauty spots.

Only 86 miles west of the Foothills City, Banff rests in a veritable sea of mountains. The Banff National Park contains two world-famous resorts—Banff Springs Hotel and Chateau Lake Louise, both operated by the Canadian Pacific Railway. Banff Springs Golf Course is one of the best on the continent.

How to Get There

Calgary and Banff are connected by a first-class highway which winds up the Bow Valley through some of the most beautiful scenery in Canada. Bus service is excellent.

The trans-continental line of the Canadian Pacific Railway runs through Calgary and Banff, and for visitors in a hurry to be in this mountain playground, there is a charter airline service to Banff Airport.

Things to Do at Banff

Banff's pleasure facilities offer just about everything; mountain climbing with expert guides, golf, sight-seeing amid mountain splendor, riding, pack-horse trips through remote alpine valleys, swimming, and — just loafing.

*... beautiful
Bow Falls*



*... rushing
mountain stream*



*... scenic view from
Jasper Highway*



The natural hot springs at Banff, rich in minerals, are famous as health restorers.

Swimming and boating on Lake Louise, framed against a spectacular mountain background, are experiences to remember.

Accommodation

Banff National Park offers accommodation ranging from luxury hotels to bungalows, cabins and chalets. The names of agencies handling reservations may be obtained from the Parks Information Bureau at Banff. All cabins and rooms in the park are government inspected and carry an "Approved Accommodation" sign.

For those visitors who like to "rough it," public camping grounds are laid out in delightful settings throughout the park. The main one is at Tunnel Mountain, near the eastern gateway to the park. Shelters, camp stoves, electric light and running water are supplied. Fees for camping are nominal.

There are special parking facilities for cabin trailers, with electric plug-in facilities.

The new modern camping-ground at Jack Lake, seven miles north of Banff townsite, will accommodate 200

persons. Other public camping facilities are available at Sundance Lake, Lake Minnewanka, Mount Eisenhower, Lake Louise, Moraine Lake and Waterfowl Lake.

Wildlife Protection

All wildlife in the park, including bear, moose, deer, and fur animals, is rigidly protected. Hunting and the possession of unsealed firearms is prohibited. Dogs are not allowed to enter the park.

Bow Valley and Banff Springs Hotel





*... colorful slant on
Banff Indian Days*



*... one of the most scenic
Banff Springs Hotel
Golf Course*



*... pool with a view . . .
Banff Springs Hotel*

JASPER

JASPER NATIONAL PARK

Connected directly with Calgary by road during the summer months, Jasper Park contains 4,200 square miles of breathtaking scenery. Its boundaries adjoin those of Banff to the south.

Amid the towering white forelocks of the Rockies, Jasper boasts charming alpine valleys sparkling with lakes and swift streams.

Jasper is the site of the great continental watershed. From the vast Columbia Icefield on the park's southern sector, glaciers give birth to rivers which eventually find their way into the Pacific, the Arctic and the Atlantic oceans.

How to Get There

From Calgary, a first-class highway leads to Jasper through Banff. This highway is open from May to September. During this period there is excellent direct bus service from Calgary.

Many motorists say that the drive from Calgary through the mountains to Jasper is one of the most beautiful in Canada, particularly in autumn when the trees are changing colour.

Landing facilities for light aircraft are available only a few miles from Jasper Park Lodge.

Things to Do at Jasper

Visitors to this lovely park can swim in either natural hot spring pools, or in the cool waters of Jasper's lakes

and rivers. For mountain climbers, the park offers some of the highest and toughest climbs in the Rockies. The Tonquin Valley, Fryatt Valley and the Columbia Icefield contain many negotiable peaks. The annual camp of the Alpine Club of Canada meets at Jasper periodically.

For golfers, the 18-hole course at Jasper Park Lodge is a must.

There are nearly 600 miles of hiking and riding trails in the park.

Jasper Park's fish hatchery assures matchless angling for the enthusiast of the fly.

All wildlife in the park is carefully protected.

Accommodation

There are several hotels in the Jasper Park Townsite, including the famous Jasper Park Lodge. Bungalow and chalet-type accommodation are also available at well-known beauty spots throughout the park area. Lists of approved accommodation can be obtained from the Park Information Bureau, Jasper, Alberta.

Camping grounds are laid out in delightful settings throughout the park. Shelters, camp stoves, electric light and running water are provided. Fees for camping are nominal.

WATERTON LAKES

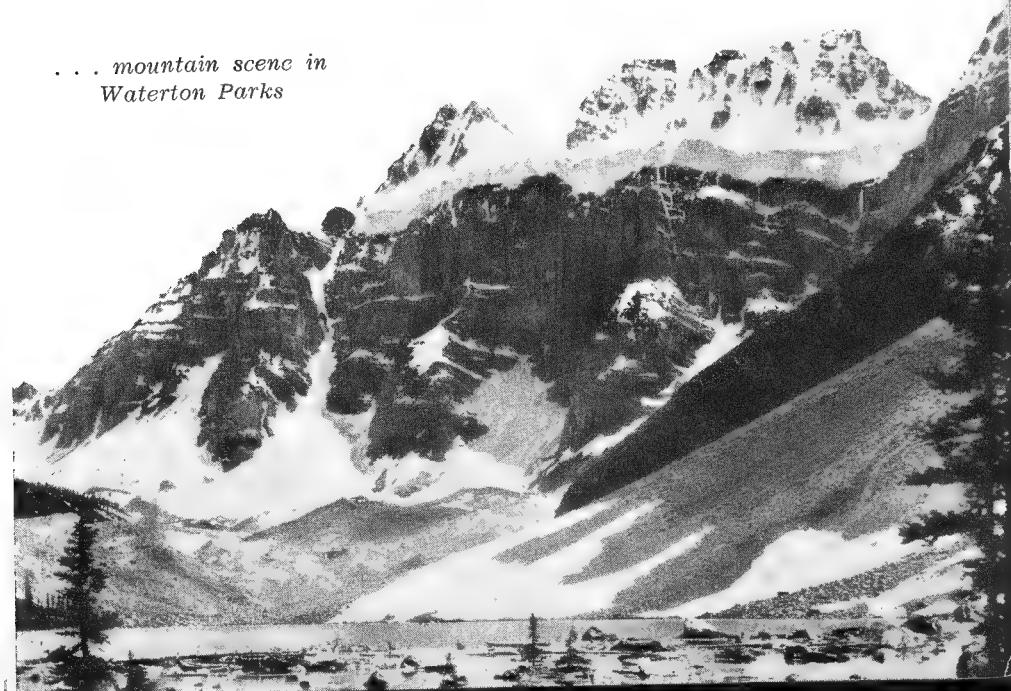
Waterton Lakes National Park lies 173 road-miles southwest of Calgary on an excellent international highway. Apart from the beauty of the park itself, the highway approach from Calgary offers breathtaking vistas of

the Rockies every mile of the way. At Pincher Creek, two-thirds of the way to the park, may be found one of the most spectacular mountain views in Alberta — a magnificent panorama of ragged summits rising from the tumbled uplands of the open range.

Waterton Lakes park covers 204 square miles along the eastern slope of the Rockies immediately north of the international border. To the south lies Glacier National Park. In 1932, the Canadian and American governments got together and joined the two holiday playgrounds in the "Waterton-Glacier International Peace Park."

The park is one of the most colourful and charming of Canada's mountain beauty-spots. The purple, green and gold of the Rocky peaks blend with the gentle blue of the lakes.

*... mountain scene in
Waterton Parks*





Yoho and Kootenay Parks

West of Banff, in the very heart of the Rockies, lie the rugged, heavily-forested vistas of Yoho and Kootenay National Parks.

To reach Kootenay National Park, the visitor drives up the Kicking Horse Pass on a perfect highway to Mount Eisenhower, then turns west through the Vermilion Pass to Marble Canyon and Radium Hot Springs.

Camping, cabin and hotel accommodation are available in Kootenay. The usual restrictions on hunting are in effect. The fishing is excellent.

Yoho Park is reached via Lake Louise, and is about 20 miles west of the lake, also on a paved highway. The road leads through the towns of Stephens and Field. There is ample camping and cabin accommodation in the park.

. . . majestic Mount Eisenhower

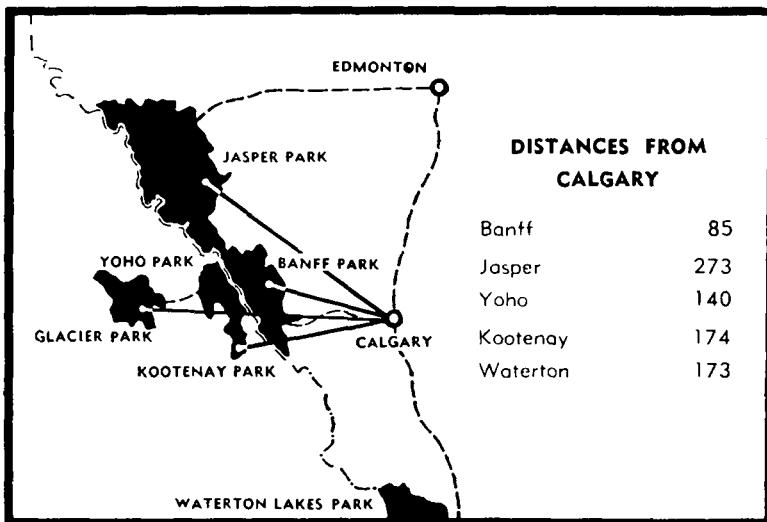


GLACIER NATIONAL PARK

Buried in the very heart of some of the highest mountain peaks in the Rockies, Glacier Park is situated due west of Yoho and about 40 miles from Revelstoke, B.C. It is a wilderness park, offering almost complete escape from civilization for the hardy traveller.

Glacier Park can be reached by rail from Revelstoke, but there is no road connection into this wild region. It is a paradise for mountain climbers and fishermen, and pack-horse trips may be arranged in Revelstoke.

Like most other mountain parks, Glacier can be reached conveniently from Calgary.



EDMONTON

Two hundred miles north of Calgary, lies the city of Edmonton. Here can be found the Alberta Parliament Buildings at 109th Street and 97th Avenue . . . the Edmonton Museum . . . and a Field Force cairn erected to the memory of the task force that, during the Riel Rebellion, engaged Big Bear's Indian warriors in Saskatchewan and prevented an Indian uprising in Alberta.

Edmonton has many other spots of interest to visit.

GRAND CIRCLE TOUR

One of the most popular attractions for the Calgary visitor is the "Grand Circle" drive, which covers many of the most beautiful and stirring Rocky Mountain vistas.

Starting from Calgary, the route is west to Banff, through Lake Louise, and then west again into Yoho Park to the Columbia River at Golden, south from Golden to the tip of Kootenay Park at Windermere, down the pass, touching at Frank and moving out of the mountains Kootenay River to the Crowsnest Pass, east through the into the rolling range-land at Pincher Creek.

At Macleod, the route turns north through High River to Calgary again.

An alternative is to cut through Kootenay Park down the Banff-Windermere highway. All roads are paved.

THE CROWSNEST PASS

For the history-minded visitor to Alberta, a trip up the Crowsnest Pass is a "must."

The little coal-mining town of Frank, a short distance up the Pass, still bears the awful memorial of one of the worst landslides in the history of North America. Although few of Frank's present citizens are survivors of that terrible morning in 1907, the consciousness of the town is focused on the frowning brow of Turtle Mountain as it hangs precariously over their very houses.

Forty-four years ago, a huge face of the mountain broke loose to come crashing down upon the village and bury it under millions of tons of boulders. With a tremendous roar, the river of rock swept entire families into oblivion. The only survivors among the Italian and eastern European pioneer immigrants of Frank were a baby girl, those still at work in the mine and a few people who just happened to be out of the valley at the time. Two survivors still reside in Frank, although the government tries to keep people from making their homes "under the mountain."

Today both the interprovincial highway to British Columbia and the C.P.R. rail line are built over the very boulders that bury the former village of Frank. It is a terrible reminder to humans of the awful power of nature

on the rampage. The huge boulders, many as large as bungalows, stretch in a tumbled wilderness of stone for a mile and a half from the mountain's foot.

The highway follows the course of the Oldman River as it threads its way through forests and upland pastures where wild horses graze.

Many travellers say that the drive up to the Rockies from Macleod is one of the most striking anywhere along this mighty mountain chain.

The Crowsnest Pass may be reached by train from Calgary via Lethbridge. There is good accommodation at Blairmore and in cabins and camps along the road. Guides may be engaged in Blairmore and Coleman for hunting and fishing expeditions into the game-packed areas in the nearby mountain valleys.

THE ALBERTA BADLANDS

Near Drumheller, just 65 miles east of Calgary in the valley of the Red Deer river, lie the celebrated "badlands" of southern Alberta. Here the terrain is as one might imagine the face of the moon. Great hummocks of eroded rock and earth stretch out for miles in tumbled confusion.

Paleontologists have discovered complete skeletons of huge prehistoric dinosaurs in the ragged bluffs of the badlands — bones that have remained hidden ever since Alberta was the shallow rim of the great Sea of Agassiz that gradually gave place to the semi-arid prairie of today.

Drumheller can be reached conveniently by highway and by train. There is excellent bus service from Calgary, and the round-trip to the badlands can be made easily in one day.

WINTER SPORTS

When the snow covers Alberta in sun-sparkling whiteness, Calgary is the gateway to winter thrills for the expert skier — and the duffer, too!

There is nothing quite like a day spent on the sporting slopes of Mount Norquay at Banff or at nearby Sunshine. Both are within three hours drive of Calgary.

... coming down the mountain



*International
Ski Meet*



*... crowning the Queen
at Banff Winter Carnival*



*... skiing on Mt.
Norquay*



At Norquay, even the non-skier can get the spirit of the snowy mountains in his blood by ascending the chair lift there, the steepest lift in North America. At the summit, the visitor is provided with a truly magnificent panorama of the mountain giants of Banff National Park.

At Sunshine, the expert and the tyro alike find plenty of attraction. Deeper into the mountains than Norquay, Sunshine offers comfortable accommodation for winter guests. In this winter playground, there are half a dozen excellent ski resorts for all tastes.

Then, to finish a thrilling ski outing, there are the crackling logs in the fireplace, the delicious sense of peace and the good fellowship of the day's end. For winter sports enthusiasts, the Banff area offers just about everything.

HUNTING

Alberta is a paradise for hunters, whether they come after big game or small. Tourists wishing to use guns and rifles must, however, obtain permission from the R.C.M.P.

The National Parks and game preserves provide ample breeding grounds and protection for the wildlife, and the overflow from these sanctuaries ensures a continuous supply of game — and excellent hunting — in the open territory.

Close to Calgary one may hunt —

Big Horn Sheep. Found in the mountains between Waterton Lakes National Park and Yoho Park.

Mountain Goat. Similar locale, although the old billies prefer to live amid the inaccessible peaks and the most rugged mountains.

Elk. Found mostly in the Pembina-Brazeau reserve. A limited number of licenses is issued each year, and only the older bulls with ten points and over may be taken.

Mule Deer. These animals abound in the foothills from Waterton Lakes Park north to Banff. Sportsmen can leave Calgary by car and be in "muley" country in one or two hours.

Moose. Excellent hunting north of the Calgary-Banff section of the C.P.R.

Grizzly and Black Bear. These babies are for the hunter with the steady heart and the sure eye. Grizzly hunters should travel in pairs and generally into the mountain area.

Antelope. This is prairie hunting, especially good in the south-east part of the province. A special permit is required.

SHOOTING

Conservationists consider Alberta one of the finest breeding grounds in the world for migratory and other bird game. In season, every bit of water is teeming with canvas-back, mallard and blue winged teal, and the whirr of geese is loud overhead. Prairie chicken, ruffed grouse and pheasant, however, are declining in numbers, and the season is restricted. It is completely closed on Chinese and Mongolian pheasant.

The Hungarian partridge, introduced to the province in 1908, is very plentiful.

FISHING

Banff, Jasper, Yoho and Kootenay National Parks abound in a wide variety of game fish, including Dolly Varden, cut-throat, steelhead and rainbow trout, salmon trout as indigenous fish. Many lakes and streams recently have been stocked with Loch Leven trout, land-locked salmon and eastern brook trout.

Many foothills rivers close to Calgary are fairly well stocked with small fish, especially Highwood River 40 miles to the south.

Lakes and rivers tributary to the Oldman River in the Crowsnest Pass region are a veritable sportsman's paradise.

Fish and Game Regulations

Open season regulations in Alberta vary from year to year according to the conservation situation. Detailed information on regulations and licenses may be obtained from the Game Branch, Department of Lands and Mines, Edmonton, and from the Fisheries Branch of the department.



RECREATION

CALGARY has recreational and sporting facilities to suit most everyone.

For golfers there is one municipally-owned golf course and five private clubs. These are the Golf and Country Club . . . the Earl Grey . . . the Inglewood . . . the Regal and the Bowness.

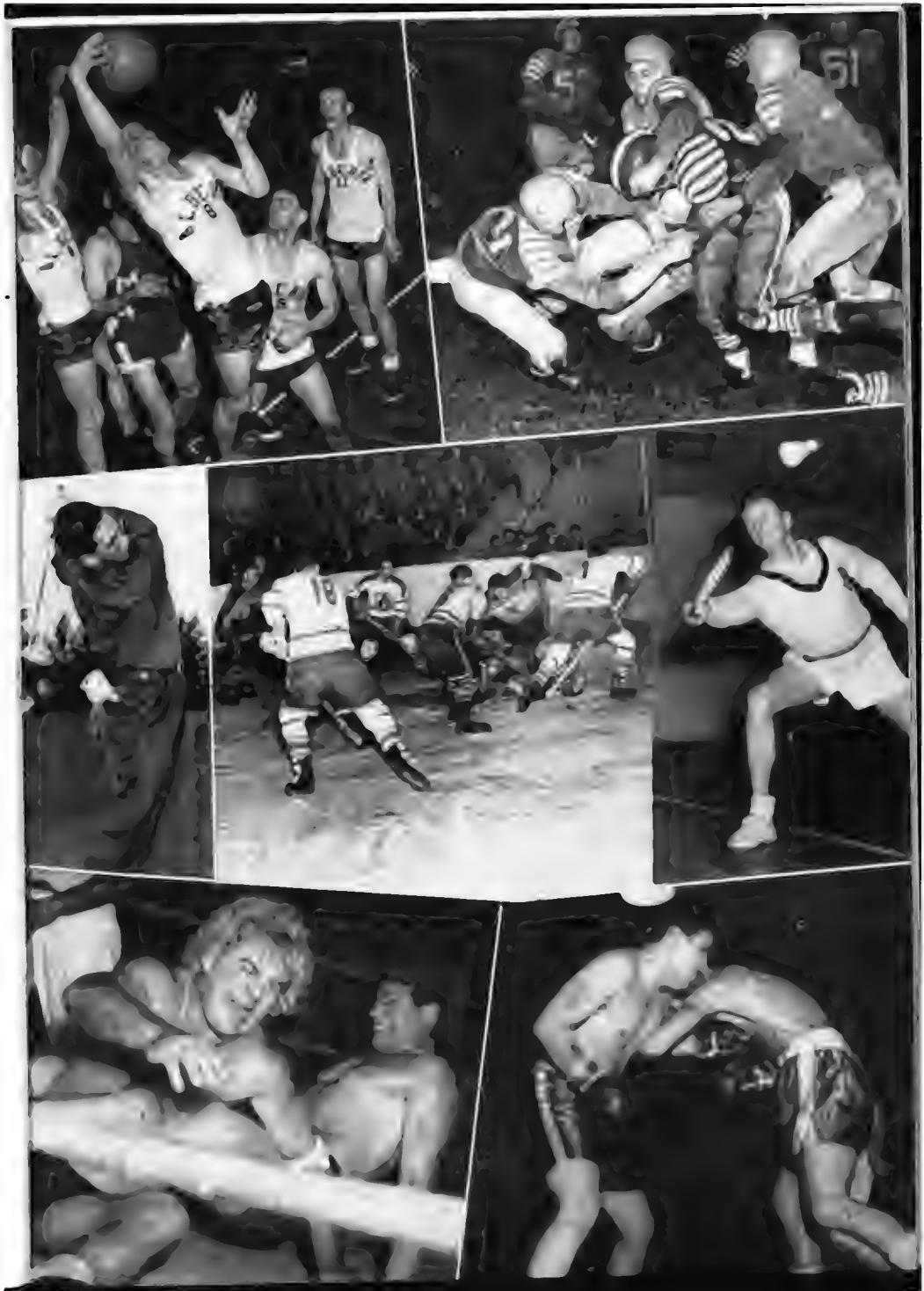
Five Swimming Pools . . . nine Tennis Clubs . . . six Lawn Bowling Greens . . . three Curling Clubs and ample grounds and equipment for amateur Hockey, Baseball, Basketball and Football teams make these sports a pleasure.

The active Calgary Polo Club plays on forty acres of grounds in South Calgary.

The City Council formed a Recreational Commission in 1947 and appointed a Director of Recreation. There is, as well, the Calgary Community Recreation Association, consisting of thirty-two organized Community Sporting Clubs.

A western city would not be able to hold up its head without a horse or two around, and Calgary's hinterland is liberally criss-crossed with range tracks and bridle paths.

Also found in Calgary are an active Rifle Association, Cricket, Soccer, Squash and Alley Bowling Clubs.





THE STAMPEDERS

Calgary's beloved Football Team, "The Stampeders," is a source of great civic pride, whether victorious or defeated. In 1948, when the Stampeders brought the Grey Cup back from Toronto there was celebrating in the streets. The next year, 320 Calgarians accompanies the team to Toronto in one of the noisiest and most enthusiastic invasions the Queen City had ever seen.

But the Stampeders Football Club cannot take all the limelight in big-time sport. In 1946 the Calgary Stampeders' Hockey Club brought the first Allan Cup back home to Alberta. Calgary fans follow their two championship teams with unquenchable enthusiasm.

... Calgary's own Corral



CALGARY'S NEW ARENA

The building of the New Arena in 1951 was a magnificent addition to the city's recreational and sports facilities. Complete with the very latest equipment, the Arena's ice can be formed for Hockey, Skating or Curling in twenty-four hours. This same ice can be removed, and the ring prepared for a Horse Show in a matter of hours.

Considered to be one of the most modern arenas in Western Canada, it can accommodate 6,660 seated spectators and 2500 "standees." The Arena is so constructed that no pillars or supports obstruct clear vision of events.

RECREATION AWAY FROM CALGARY

Calgary's ideal location close to the wide open spaces of range, prairie and the Canadian Rockies gives Calgarians an outstanding advantage in recreation, too. Within two or three hours driving, the Calgarian and his family can be far away from the cares of daily living, enjoying fishing, hunting, hiking or skiing.

There are a number of well organized Summer Camps for boys and girls near Calgary, too.



CULTURE

CALGARY, a young city, is still feeling its way toward cultural and artistic expression. Centre of this growth is the well-known "Coste House," formally named the Calgary Allied Arts Centre. This spacious 28-room mansion in the Mount Royal district is the centre of a multitude of activities, with the emphasis on music, painting, sculpture, crafts and recreational hobbies, literary criticism, ballet, puppet theatre, dramatics and art appreciation. Affiliated organizations are also encouraged to use the Coste House facilities.

Far from being "arty" in the accepted sense of the word, Coste House members are a fair cross-section of all

... the Coste House



... children's class
at Coste House



... art class time



... needlework
and weaving class



... at work on drama



the people in the Calgary Community. There business-men and women, teachers, mechanics and housewives pursue a common interest. Model trainmen, magicians and jazz record fans rub shoulders with qualified artists in the various media of expression and the "just interested."

The Coste House was launched in 1946 by a group of citizens, under an arrangement with the City Council. The City contributes \$3500.00 a year toward maintenance and functions while the Province of Alberta gives \$500.00 annually. The rest of the cost of operation is made up in private donations. Coste House affairs are administered by a board representing all the affiliated groups, and a full-time Director.

Apart from its long-range policy of encouraging the interpretative and creative artists of Calgary, Coste House is Calgary's only Art Gallery. Travelling shows of pictures sponsored by the Western Canada Art Circuit, headed by Coste House Director, A. F. Key, and the National Gallery of Canada at Ottawa, are regularly on view. The well-lit rooms of the mansion also provide fairly adequate hanging space for special shows by an increasing number of Calgary artists.

Saturdays at Coste House are devoted to children's activities—ballet, clay modelling, painting and junior music recitals.

There are some 30 Groups affiliated with the Coste House, among them the Alberta Society of Artists and the Calgary Sketch Club. Perhaps the most aggressive of these groups is the Workshop 14 . . . a dramatics group founded by Miss Betty Mitchell, dramatics instructor at Western Canada High School, with Frank Glenfield as 1951

president. This group holds most of its rehearsals and workshop activities in a picturesque old barn on the outskirts of Calgary. Performances are put on in the Western Canada High School Auditorium and at Coste House. Another affiliated drama group, the Calgary Civic Theatre, is also very active . . . while the Radio Workshop Players, an off-shoot of Workshop 14, meets regularly at a city radio station.

SYMPHONY

The Calgary Symphony Orchestra is a full instrumental group under the conductorship of Clayton Hare. Reorganized in 1949, when it absorbed the Mount Royal College Symphony Orchestra, the Orchestra has 52 first and second violins, violincellos, cellos and basses, 11 wood-winds, 12 brasses and three percussion instruments. They often provide symphonic background for the virtuoso performances of famous visiting musicians and of Calgary's own talented players.

. . . the Calgary Symphony Orchestra



Under the patronage of the Lieutenant Governor of Alberta, with Sir Ernest MacMillan, conductor of the Toronto Symphony Orchestra as honorary patron, the Calgary Symphony has an honoured place in the cultural life of the city.

MUSICAL OPPORTUNITY

Many local musicians and singers are sponsored in city recitals by the Calgary Women's Musical Club. This organization has helped dozens of presently well-known Calgary-born musicians become recognized.

GUEST MUSICIANS

Calgary is a regular stopping place for most concert tours featuring such illustrious figures as John Charles Thomas, Jascha Heifetz and Gladys Swarthout—and is also visited by popular name bands from time to time.

PUBLIC LIBRARIES

Calgarians make more use of their excellent library facilities, statistics show, than do the citizens of other Canadian cities. Figures for 1950 show an average of six books for every citizen checked through the three branches and main library. The branch libraries are conveniently located in Crescent Heights, Hillhurst and Inglewood districts.

Cost of operating this library system is as low as 89c per citizen per year. All libraries have a specialized children's section.

THE ZOO

The Calgary Zoological Gardens and Natural History Park on St. George's Island is a wonderful sight to see, for this Park has prehistoric as well as present day animals. Yes, here is located a world-famous collection of life-sized Dinosaur models. Some thirty in number, they range from the 100-ton Brontosaurus to the "Dawn Horse," weighing a scant 50 pounds—a very realistic looking group, indeed. You can learn still more about prehistoric times by looking carefully over the Fossil Houses which contain an outstanding collection of prehistoric remains.

Calgary's First House—a log structure built in 1882—and a totem pole from Vancouver Island are more recent historic objects you'll find in this park, operated jointly by the City Parks Department and the Calgary Zoological Society.



*"Dinny" of
St. George's Island*

But let's not forget the live animals . . . of which there are 700 species and 250 different varieties. Practically all Canadian mammals are represented, including such species as polar bear, wolverine, fisher and martin. The tropical species include the African lion and leopards. Included in the bird and waterfowl exhibit are the rare Ross goose, Australian and European swans, Egyptian, Snow and Blue geese. Peafowl, pheasants and many native song birds can also been seen on St. George's Island.

The Calgary Zoo is free to all. In the summertime the spacious lawns and beautiful floral displays make the Island Park an outstanding beauty spot.



EDUCATION

LIKE most other Canadian cities, Calgary has been fairly hard pressed during the past few years to keep up with the continuing demand for more school accommodation. The number of Calgary families with school-age children has been increasing roughly at the rate of 1700 a year. But taking the long view, Calgary today is in many respects better equipped with school and college facilities than it has ever been.

The city has:

- 2 junior colleges
- 3 senior high schools
- 3 junior high schools
- 43 elementary public schools
- 12 Roman Catholic separate schools
- 7 business and commercial colleges
- 29 private pre-school institutions.

Of the junior colleges, one is academic and the other technical.

Mount Royal College is an academic co-educational day and residential college affiliated with the University of Alberta. First year university courses are offered leading to the following degrees:

Bachelor of Arts

Bachelor of Science

and combined courses leading to the degrees:

B.A.-M.D., C.M. (Medicine)

B.Sc.-M.D., C.M. (Medicine)

B.Sc.-D.D.S. (Dental Surgery)

BA.-LL.B. (Law)

In addition, the college offers two years of instruction in petroleum engineering acceptable toward the degree of Bachelor of Science in Petroleum Engineering at the University of Oklahoma.

Through the facilities of the National Employment Service, and with the co-operation of the oil companies, students registered in this course of studies may obtain practical summer training in the oilfields and Calgary refineries.

Mount Royal's high school department teaches the final three years of the regular secondary school course, and a number of practical and refresher courses in commerce and business administration as well.

The college has an excellent Conservatory of Music, and a department of Speech and Drama.

Mount Royal College is housed in two modern buildings in west Calgary. Founded in 1910 by an act of the Alberta Legislature, the college has been an integral part of Calgary life ever since. Dr. John H. Garden, who became principal in 1942, was the first student to register at Mount Royal when it opened its doors 40 years ago.



Crescent Heights High School



Rideau Junior High School



Manchester Public School

The Provincial Institute of Technology and Art.

Situated on a magnificent site overlooking the city, the Institute is housed in one of Calgary's finest public buildings. This government institution, operated under the direction of the Minister of Education, attracts students not only from Calgary but from all over Alberta.

The type of instruction given at the Institute is of an advanced vocational or semi-professional character. In each course, half-time is devoted to Shop Work conducted as far as possible under industrial conditions. The rest of the time is devoted to class room instruction in such allied subjects as Mathematics, Drafting, Science, English and Technological Theory.

As a rather unusual adjunct to the technical departments, the Institute has a strong faculty of art, including elementary and advanced study in fine art, commercial drawing, craftwork, ceramics and sculpture.

The Institute shortly will offer apprenticeship training in these trades designated under the Apprenticeship Act of Alberta.

*The Provincial Institute
of Technology and Art*





This Calgary institution, which was formed as a result of a Royal Commission investigation on Alberta education in 1916, supplies highly trained and specialized skilled labour and technical personnel to industry. Its principal, Dr. James Fowler, has held that post since 1941.

Faculty of Education

The Calgary branch of the University of Alberta's Faculty of Education, offers the first two years of Arts and Science courses leading to the degree of Bachelor of Education. The branch, housed in the west wing of the Provincial Institute of Technology and Art, was organized in 1945. The University of Alberta in that year took over sole responsibility for teacher training in the province.

The curriculum includes:

1. The first two years of the four-year Bachelor of Education program.
2. The first three years of the Bachelor of Education in Industrial Arts program.
3. A one year program of studies leading to a temporary award of a junior-intermediate or elementary certificate.

The branch is staffed by Alberta Faculty of Education professors and instructors. It is regarded in administrative matters as an extension of the University of Alberta campus. Dr. A. L. Doucette is director of the institution.

HIGH SCHOOLS

Western Canada High School

Technical and Academic Courses are offered at this Collegiate, with the accent on Technical Training, Commercial Studies, Physical Education and Drama. The School has ample accommodation and modern equipment.

The Commercial Department provides one, two and three year courses to students who have completed Grades 11, 10 and 9 respectively in other High Schools. Specialized instruction is also given in typing, bookkeeping, office practice and commercial law.

There is a program of night classes in commercial subjects, speech training, dramatics and household science.

Central High School

Offers Academic Courses only.

Crescent Heights High School

This Collegiate serves that area of the city north of the Bow River in the district known as the North Hill. At present only Academic Courses are given, but conversion of part of the school facilities to Technical Training will be made shortly.

St. Mary's Boys' High School

A Roman Catholic School offering academic subjects to Grade 12.

St. Mary's Girls' High School

Also offers subjects to Grade 12.

PUBLIC SCHOOLS

At present there are forty-three Public Schools in Calgary, under the supervision of Dr. F. G. Buchanan, Superintendent of Schools since 1935 . . . and a School Board of nine elected annually.

Two new schools are under construction this year, one in the Capitol Hill district, and the other in North Balmoral. Another school in central Calgary is being enlarged. In addition, tenders are out for the construction of ten more schools.

Separate Schools (Roman Catholic)

There are 12 separate schools in the city, and two under construction. Administration is under the direction of R. A. Cannon, B.A., LL.B., superintendent of separate schools since 1941, and a board of five members.

HOME AND SCHOOL

The Calgary Home and School Association, formed in 1914, has continued to keep a close watch on the problems of educating the young people of the city. It maintains good relations with the Calgary branch of the Alberta Teachers' Association and contributes greatly to the strength of the 275-unit Alberta Federation of Home and School Associations, and the Canadian Federation.

PRIVATE KINDERGARTEN AND NURSERY SCHOOLS

Calgary is exceptionally well-served by school facilities for children too young for registration in public schools. There are 27 pre-kindergarten and nursery schools, and two private kindergartens.



HEALTH

HEALTHY citizens make a healthy city! Calgary has a head start on Public Health in her delightful climate. But day-to-day safeguards are important, too.

Calgary has an aggressive Public Health Program designed to keep citizens in good general health. The City Health Department, headed by the Medical Health Officer and his Assistant, is responsible for regular Medical Inspection of children registered in Calgary schools. They maintain a Dental Clinic at the City Hall, with services provided free for all children under 15 years of age, and operate a Child Hygiene Clinic. Regular market inspections are held to ensure sanitary food handling, and restaurants are frequently checked.

Calgary's entire City Council constitutes the Local Board of Health. This body has a fine record for keeping the city clean and sanitary and for heading off urban troubles likely to lead to spread of disease. There has been such an aggressive campaign waged continually against rats that Calgary is now completely rat free!

HOSPITALS

The city operates a General and Isolation Hospital, whose affairs are regulated by a representative Hospital Board. In addition to these, Calgary has an excellent Holy Cross Hospital, operated by the Grey Nuns of the Cross;

the Col. Belcher Hospital operated by the Federal Department of Veterans' Affairs; the Salvation Army Grace Hospital for maternity patients; the provincially-operated Central Alberta Sanitorium and the D.V.A. Veterans' Convalescent Hospital. There are also a number of excellent private hospitals and nursing homes under city supervision.

The newest addition to Calgary's hospital resources is the magnificent Junior Red Cross Crippled Children's Hospital, situated in a beautiful location overlooking the city. The Province of Alberta maintains a Mental Health Clinic in Calgary, as well as facilities for psychiatric examination of children. Also active in the city are the Canadian Cancer Society, the Canadian Red Cross Society and the Tuberculosis Association of Canada. The Red Cross operates a blood donor service which is well-supported by Calgarians.

There is really no adequate way of measuring a city's health or of comparing it with other cities in this respect. But it may be said that Calgary is one of the healthiest cities in Canada and intends to stay that way.



The General Hospital

... *Holy Cross Hospital*

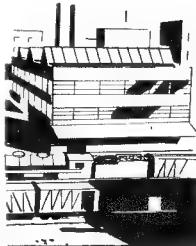




Colonel Belcher Hospital

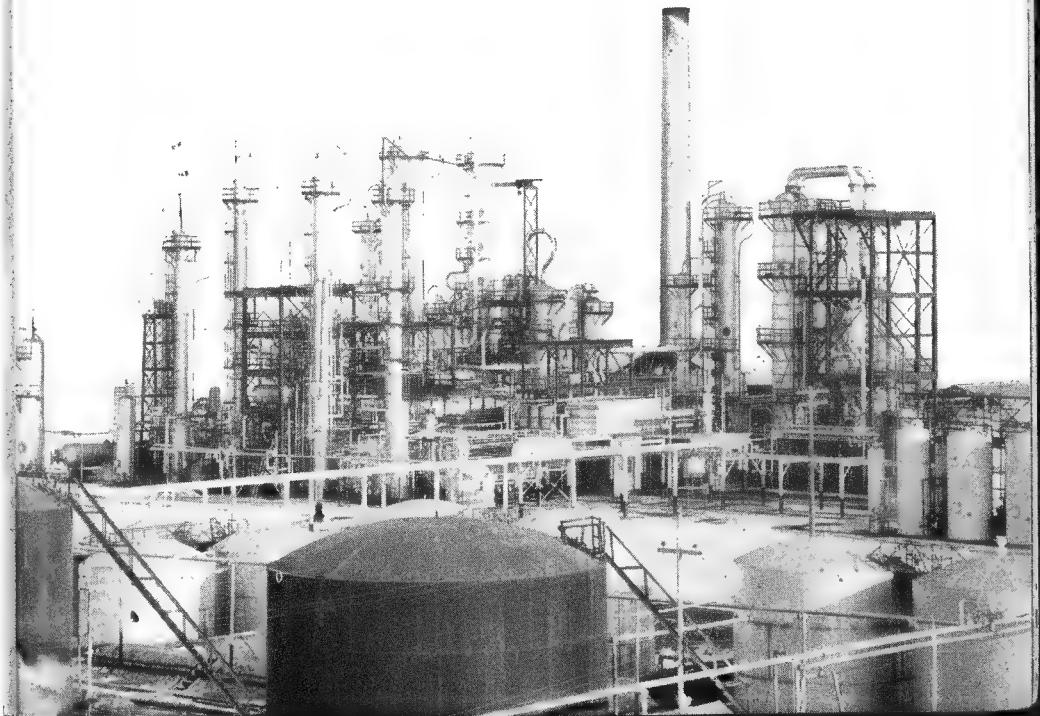
Junior Red Cross Crippled Children's Hospital





INDUSTRY

CALGARY has grown up. Today it is developing rapidly into a city that offers outstanding business and industrial opportunity. Part of this great commercial promise Calgary owes to the general surge of development which has been felt throughout Alberta. But this "city of the Foot-hills" has some unique advantages of her own.



Here Are the Industrial Advantages of Calgary:

1. Hub of Canada's oil industry.
2. Abundant supply of natural gas for heating and processing.
3. Six hydro-electric plants augmented by steam turbo units assure a constant 3-phase, 60-cycle supply.

*the new
Barron
Building*



4. The best water supply in Western Canada for domestic and industrial purposes.
5. Served by trans-continental railways and air lines.
6. Adjacent to steam and domestic coal fields.
7. Situated on the western border of a large irrigation project.
8. Centre of richest farm and ranch land.
9. Industrial sites at low cost.
10. Utility rates in the lowest bracket in North America.
11. Modern trolley and gas bus service.
12. Amicable labor-management relationship.

CALGARY IS THE HUB OF CANADA'S OIL INDUSTRY

Alberta has the largest known reserves of petroleum in the world. Counting the vast "tar sand" fields of the McMurray district in northern Alberta, for which an economic extractive process is now in its final stages of experiment, Alberta's total wealth in petroleum adds up to more than *250 BILLION BARRELS*. Present estimate of liquid petroleum reserves is in the order of *2 Billion Barrels* . . . a figure which rises each year as geologists cover more potential producing horizons.

This rapidly expanding oil business is managed by the Oil Companies from their offices in Calgary, because the city is centrally located in relation to the oilfields and the rest of Canada and the United States. For this reason

new buildings are under construction and old ones are being expanded to accommodate more oil companies. Expenditures by the oil industry to find, produce and market oil have run into many millions of dollars, and much of this has been spent in Calgary. The Calgary oil industry itself offers scope for Servicing Industries . . . Oil Well Supplies, Water Treatment Manufacture, for example.

Today there are 375 Companies engaged in the oil industry in Calgary. This figure includes all the major United States Companies, several Canadian firms and a host of independents and firms servicing oil field and refinery equipment.

Refineries in Calgary process 17,200 barrels of crude oil a day in two plants operated respectively by Imperial and British-American. Alberta crude oil production for 9 months of 1950 was 21,868,762 barrels . . . an increase of nearly 50% over the same period in 1949.

An assessment of the importance of petroleum to Calgary and other Alberta oil cities is contained in the current belief that industries based on oil and gas (which will, of course, continue to be a "by-product" of oil production in any event) may rival agriculture in economic importance for Alberta in the foreseeable future.

CALGARY HAS AN ABUNDANT SUPPLY OF NATURAL GAS

In many respects, plentiful nearby supplies of gas constitute one of Calgary's chief drawing cards for chemical industries that use it for heating and processing. The Canadian Western Natural Gas Company supplies industrial gas at \$35.00 monthly charge plus 21c per MCF under their 2A Rate and \$1.50 per month for 1st 2M cu. ft.

... trucking terminal



Calgary municipal airport



... busy freight yards

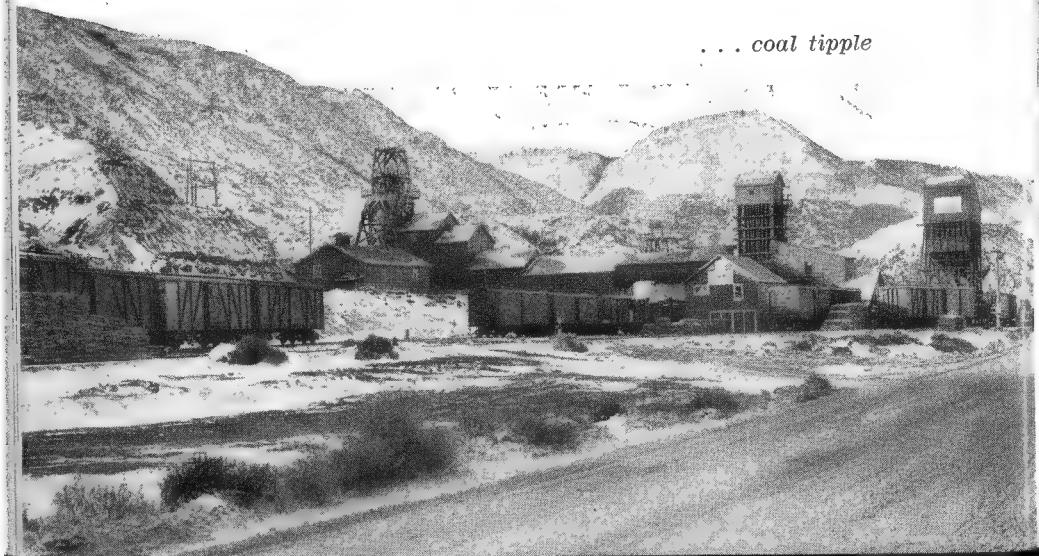


and 26c per MCF over on the domestic schedule . . . the *LOWEST UNIT COST* in Canada. The present bulk source of natural gas for Calgary is located 45 miles south of the city at Turner Valley . . . while an extensive field at Bow Island southeast of Lethbridge is held in reserve for peak output.

Natural gas exploration is now being intensified, where once it was carried out only as an adjunct of the search for oil. It is expected that available supplies in the Calgary area will increase heavily if and when gas export from Alberta is permitted. Thus, Calgary's industries will benefit both in price and in quantity available.

At present Calgary has one large plant processing natural gas as chief raw material in the production of ammonia. A subsidiary of Cominco, the Alberta Nitrogen Company manufactures ammonia compounds and a commercial fertilizer. Construction of a new explosives plant has already been started by Canadian Industries Limited. It will also use large quantities of natural gas.

. . . coal tipple

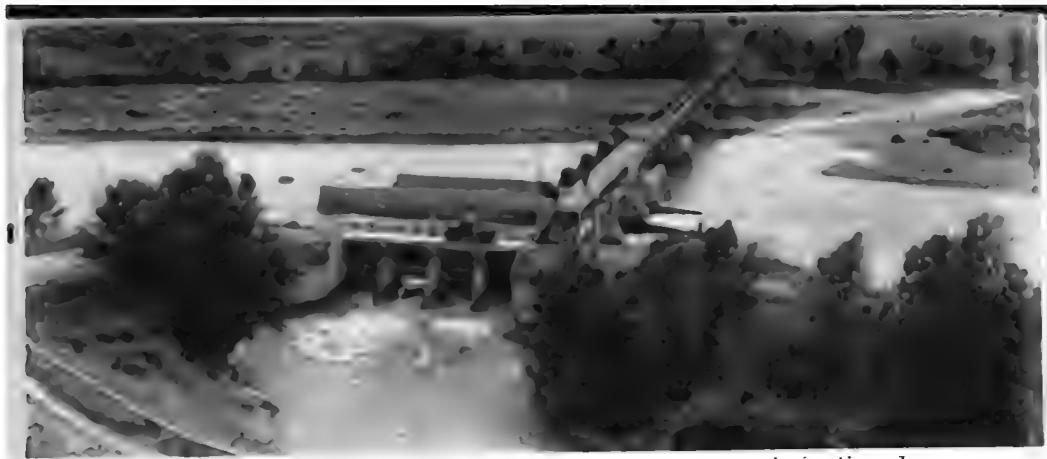


CALGARY'S INDUSTRIAL POWER

Six hydro-electric plants augmented by steam turbo units are maintained by Calgary Power Limited. These far-flung hydro and steam generating facilities between Calgary and Banff assure a constant 3-phase, 60-cycle supply with a total output of 106,000 horsepower and a leased generating plant at Calgary with a 15,000 horsepower output. Calgary Power will shortly extend their facilities through an announced \$30 million development.

Calgary enjoys one of the lowest industrial power rates in Canada as this rate comparison schedule will show.

POWER RATE — 100 H.P. MOTOR			
Hours Used K.W.H.'s Consumed	50 3728	100 7457	200 14,914
Halifax -----	\$149.56	\$224.14	\$325.14
St. John -----	209.43	282.94	383.62
Quebec -----	169.92	210.68	252.28
Montreal -----	169.92	204.82	243.62
Toronto -----	128.77	162.29	184.66
Hamilton -----	105.06	128.55	145.33
Winnipeg -----	97.47	163.19	238.70
Brandon -----	188.03	228.30	295.42
Regina -----	147.31	209.95	267.88
Medicine Hat -----	65.00	119.31	228.80
<i>Calgary</i> -----	63.75	82.40	164.80
Edmonton -----	85.29	118.39	182.14
Vancouver -----	74.56	149.14	249.14



... irrigation dam



roundup time

... harvest time



WATER SUPPLY

Calgary has the best water supply in Western Canada for domestic and industrial purposes. Apart from the Bow and the Elbow Rivers, which have their sources in the Rockies, there is a vast, undiminishing underground water-bearing stratum within a maximum depth of fifty feet *right under the city*. Several Calgary plants draw more than 1,000,000 gallons of industrial water from this underground source daily.

Another advantage in water is temperature. Calgary water is, in general, several degrees cooler than that of other western cities. The cost saving in process refrigeration for chemical treatment is significant.

TRANSPORT

Calgary, in an ideal position for easy connections with all of Alberta . . . the rest of Canada and the United States, is served by the main line facilities of the C.P.R., C.N.R. and four branch lines. The city has ample siding and feeder trackage.

For short and long-distance cargo haulage by road, there are a number of Trucking Firms, some with extensive agency connections to all points in Canada and the United States.

Full steamship consignment facilities are maintained here for rail-truck trans-shipment arrangements at Pacific Coast seaports, and those in eastern Canada.

Local and long-distance express and air cargo facilities are provided in Calgary by T.C.A., C.P.A., Western Airlines and four non-schedule Airline Companies available for charter flights. Calgary's Municipal Airport has full facilities for hauling an increasing annual volume of passenger and cargo loadings.

Passenger traffic in and out of Calgary is also served by the Southern Alberta Division of Western Canadian Greyhound Lines Limited with International connections—and two regional lines with regular schedules—Felix Monden Transportation Limited and Cardinal Coach Lines.

DOMESTIC COAL FIELDS

Geologists have estimated that more than 48 billion tons of sub-bituminous and lignite coal underlie Alberta. The annual pithead production in the Province is in excess of 8 million short tons. Three of Alberta's biggest coal fields are within two hundred miles of Calgary: In the Crowsnest Pass, at Lethbridge and at Drumheller. The chemical possibilities of this huge coal reserve are promising for industry in Calgary.

As mentioned before, Calgary has six hydro-electric plants augmented by steam turbo units which mean ample steam power supplies as well as domestic coal.

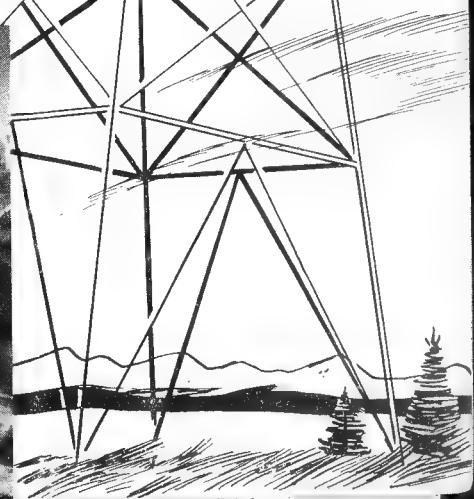
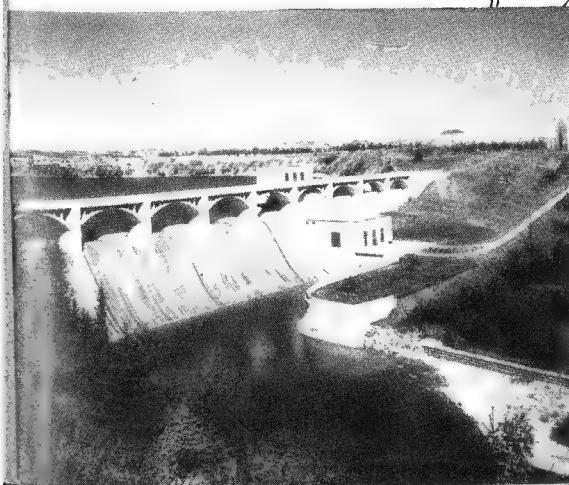
IRRIGATION

Calgary is situated on the western border of a large irrigation project that has done much for the surrounding rangeland. It has made green, verdant meccas out of prairie that might otherwise have been covered with tumbleweed, burnt out trees and short brown grass. Brooks, a southern Alberta game preserve, is a concrete example of the prosperity irrigation can bring to a country.

At Calgary can be seen the dam and headquarters used to divert water from the Bow River into the main canal of the Western Irrigation District. Originating as the Canadian Pacific Railway's Western Section, this district began irrigation in 1904. Out of 75,000 irrigable acres in this area, a total of 30,000 are irrigated to date, producing



... Glenmore dam



farm products to the total value of \$3,800,000.00. The St. Mary and Milk Rivers Development began irrigation as early as 1893.

CENTRE OF RICH FARM AND RANCH LAND

The arrival of the railroad and Government regulations of 1881 which leased up to 100,000 acres each to ranchers at only one cent an acre a year, under certain conditions, resulting in the setting up of several large cattle ranches in this area. From that day to this Calgary has been known as a "cow town." Today many pure bred beef cattle are shipped from this district and meat packing is an important and growing industry in the city.

Estimated Value of Livestock in 1949—

At Stockyards—

180,540 cattle	-----	\$ 28,514,254.63
22,188 calves	-----	1,293,228.04
63,550 hogs	-----	2,804,896.96
14,339 sheep	-----	244,864.96
		\$ 32,857,244.32

At Plants—

44,014 cattle	-----	\$ 7,866,010.82
8,986 calves	-----	367,334.63
138,705 hogs	-----	6,596,421.42
19,433 sheep	-----	350,870.14
		\$ 15,180,697.01

Total Estimated Value of Sales at Yards and Plants—

\$ 48,037,941.00 in 1949. \$49,745,605.00 in 1948.

After the cattle ranchers came the wheat farmers in 1890, followed naturally by flour production. Storage facilities for wheat in Calgary at present consist of a Canadian Government terminal grain storage elevator and cleaning plant with a storage capacity of 2,500,000 bushels—and 10 private grain elevators that bring total grain storage capacity to 6,325,000 bushels.

In the flour production line, Calgary has three flour mills with a total twenty-four hour capacity of 8,350 barrels . . . the equivalent of 1,637,600 pounds of flour a day.

As farms developed, dairy and poultry products required processing and market facilities and Calgary provided these. The estimated value of these products during 1950 is:

Eggs -----	\$ 5,702,945.00
Poultry Meat -----	645,806.00
Chicks -----	356,393.00
Poults -----	129,439.00
 Total -----	 \$ 6,834,583.00

INDUSTRIAL SITES AT LOW COST

Industrial sites adjacent to rail and road transportation, and served by electric power, natural gas and water, are available at very reasonable prices. Full particulars on these sites may be obtained from the Industrial Commissioner, Utilities Building, Calgary.

UTILITY RATES LOW

Electric light and power rates are in the lowest bracket in North America, as the comparison of rates under "Industrial Power" shows. Wholesale Power Rates are

from 1.3c to 1c per Kilowatt Hour—with a 3% bonus for maintaining 85% Power Factor or better. There is no service charge, no meter rent and no ready-to-serve charge.

Light Rates are 5c for the first 300 KWH's, 4c for the next 300 KWH's and 2c per KWH for all over 600 KWH's.

MODERN TROLLEY AND GAS BUS SERVICE

The City of Calgary Transit System is one of the most modern in Western Canada, providing transportation by 81 electric trolley buses and 50 gas buses. There are 72.2 miles of trolley bus routes and 67 miles of gas bus routes.

Bowness Amusement Park, an area of eighty acres located on an island in the Bow River, eight miles west of the city, is also owned by the Calgary Transit System.

In 1950, the city's trolley and gas buses carried 30,625,086 passengers.

LABOR-MANAGEMENT RELATIONSHIP

Alberta's commercial philosophy is soundly "free enterprise" and businessmen now established here find that all governmental levels, provincial and municipal, are anxious that the right industrial "climate" be maintained. The businessman will find little obstruction placed in the path of sincere commercial endeavour. In fact, governments maintain aggressive agencies and research facilities which have received many compliments for their continuous interest in the commercial growth of Alberta and her cities.

Calgary's labour force is flexible and well-stocked with a variety of skilled labour. Workers like to come to Calgary for jobs because this city is famous all over Canada as a delightful place in which to live and bring up a healthy, happy family.

The local office of the National Employment Service operates a complete registry and transfer system for all classes of labour, and the Executive and Professional branch is active in placing industrial requirements for scientific and administrative personnel.

A steady supply of skilled labour in all branches of technology is constantly available from the Provincial Institute of Technology and Art in Calgary itself.

Labour unrest is infrequent here. There has not been a serious industrial strike for many years.

RETAIL

The city has a wide variety of retail stores and a low bankruptcy ratio. Shopping facilities to suit every taste and income are here, including large divisions of the T. Eaton Company and the Hudson's Bay Company. But there is always room for more retail outlets in Calgary.

BANKS

There are eight chartered banks in operation in Calgary, some with a number of branches throughout the city which brings the total up to twenty-two. Some of the main branches of these eight banks have business development managers attached to their staffs.

COMMUNICATIONS

Calgary has two daily newspapers and three private radio stations covering not only urban Calgary but a wide area of southern Alberta. The Herald (evening) and the Albertan (morning) have a combined circulation of nearly 100,000. Other Calgary papers include the weekly Market Examiner and the Western Oil Examiner — the semi-monthly Western Farm Leader—and the monthly Farm and Ranch Review . . . and Canadian Cattlemen.

Of the three Radio Stations, CFCN is powered at 10,000 Watts . . . CFAC at 5,000 Watts and CKXL, the 24-hour Station, at 1,000 Watts. There are 166 licensed Radio Amateurs or "hams" in the City.

TAXES

Business and industrial taxes in Calgary are levied on a 100 per cent assessment basis for land and 50 per cent for capital equipment. There is an 8 per cent tax on business rental value, based on 100 per cent assessment. This gives an advantage to Calgary plants operating large amount of capital equipment.

SUMMARY

Many Canadian cities are well served by excellent power supplies, good transportation facilities and abundant raw materials, even by generous industrial tax policies.

But where in the West, or for that matter in many parts of Canada and the United States, can the Industrialist find such an inviting combination of civic attractions designed to offer:

OPPORTUNITY

GOOD LIVING

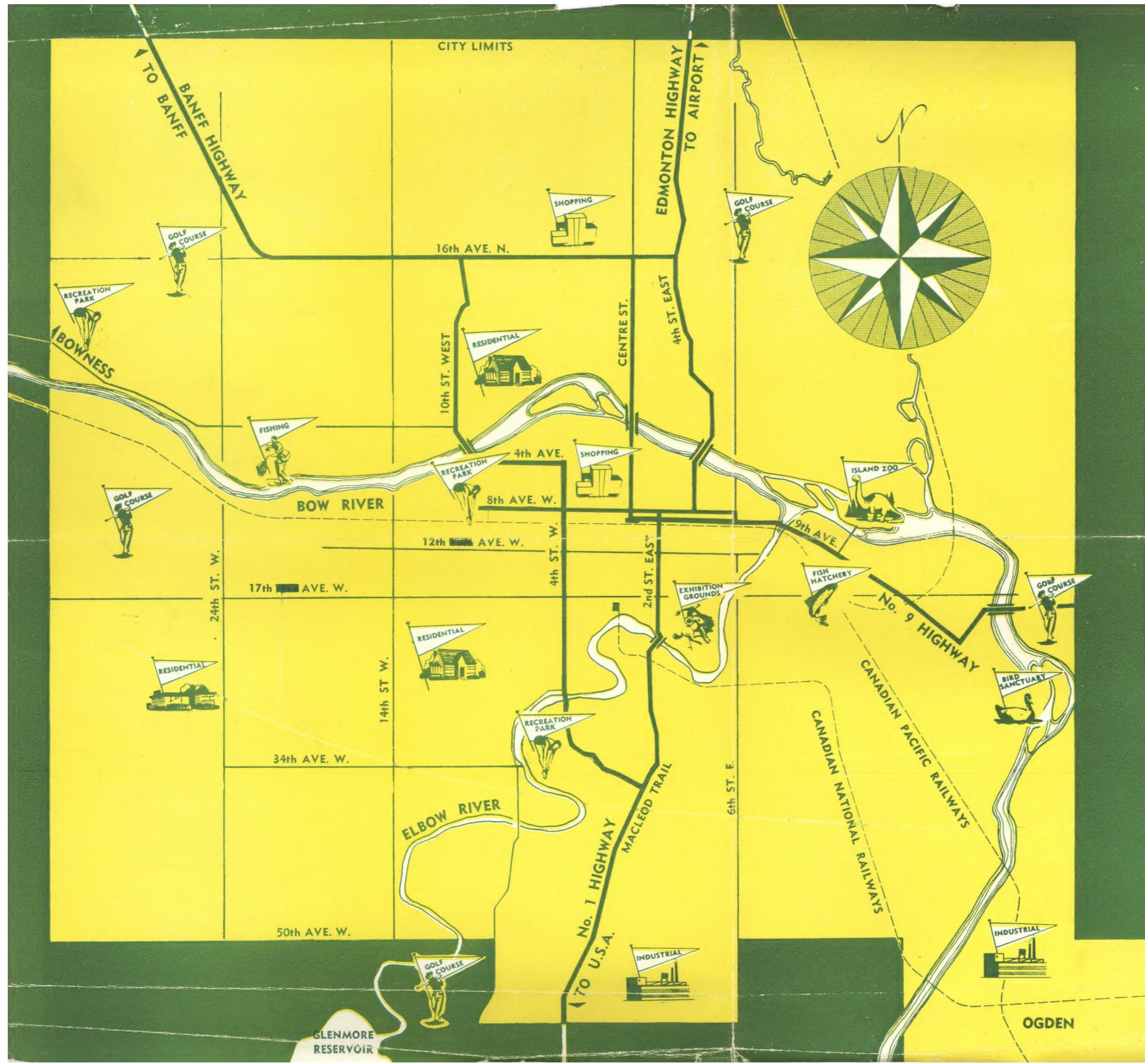
FUN

HEALTH

UNIQUE INDUSTRIAL ADVANTAGES

and . . . A STABLE SKILLED LABOUR FORCE!

. . . ALL AT THE SAME TIME?



POINTS OF INTEREST

- St. George's Island . . . with 'Dinny' the Dinosaur and a Zoo.
- Exhibition Grounds . . . home of the famous Calgary Stampede and Exhibition.
- Bowness Park . . . holiday land for the whole family.
- Inglewood Bird Sanctuary . . . on the outskirts of the city.
- Mewata Municipal Swimming Pool . . . grand on a hot day.
- Elbow Park . . . swimming, sunning right on Elbow River.
- Golf, fishing, tennis facilities . . . spectator sports of baseball, football, etc.

Legend

- MAIN HIGHWAYS
- CITY THOROUGHFARES
- RAILWAYS

